



UPDATE

Montana Department of Commerce

2004 Governor's Conference Features: Ilsa Walks In, Buffed Websites, National Spotlight & More

Viewing the film classic "Casablanca" might be good preparation for the 2004 Montana Governor's Conference on Tourism and Recreation, April 5-6, at Billings' Holiday Inn Grand Montana. The conference theme of "Play It Again, Montana" plays off a Humphrey Bogart line in the movie. At least two conference presenters will incorporate movie references into their presentations. Whether or not you've seen "Casablanca," you'll find some great sessions at the conference.

Monday morning's featured speaker, Roger Brooks of Destination Development, Inc., in Olympia, WA, has a "Casablanca"-inspired presentation titled "Getting Ilsa Through The Door." In the movie, Ilsa, played by Ingrid Bergman, walks into Rick's Café Americain, Bogart's tourism business. Roger uses this theme to share the latest travel trends, the "Ten Commandments of Tourism," and ways to get "Ilsa" (visitors) into your communities and businesses.

Roger and company have assisted nearly 200 communities, dozens of states, counties, tribes and destination resorts in their branding, marketing and product development efforts.

Back by popular demand, The Web Workshop's Daniel Lorenzetti is providing web design and function consultation in two discussion sessions. If you want your website critiqued by Daniel in these sessions, send it to lorenzetti@thewebworkshop.com prior to the conference.

Other popular returning presenters include: **Joe Veneto**, The Opportunity Guy: "Experience: The Next Generation of Travel Product." **Bill Geist**, Zeitgeist Consulting: "Succeeding in the Convention and Meeting Market—Montana Style." **Gary Schluter**, Rocky Mountain Holiday Tours: International Tourism Market Development Workshop.

Tuesday morning's General Session features Lewis & Clark Trail Superintendent Gerard Baker highlighting the 2005-06 Montana stops of the Corps II Exhibit. He'll be joined by National Lewis & Clark Signature Event representatives from Great Falls/Fort Benton, Billings/Pompeys Pillar and the Montana Tribal Tourism Alliance

presenting their events and how you can get involved.

Monday afternoon features Roundtable discussions on five topics—packaging, press tours, birding trails, ag-tourism and incorporating arts and culture. Tuesday afternoon's special offers three field trips to area attractions: Pompeys Pillar/Huntley Project Museum, Downtown Billings Art and Culture Venues and Chief Plenty Coups State Park.

A printed registration brochure will be mailed later this month. Full agenda details, registration forms and other conference information are available at www.travelmontana.state.mt.us/conference.

Billings Offers Conference Attendee Specials!

A Billings Planning Committee has put together "Specials" for Governor's Conference attendees. Details will be posted at www.billingschamber.com/packages.asp by mid-February.

- Big Sky Airlines,
Thrifty Car Rental fly/drive package
- Rimrock Mall,
Downtown Billings shopping surprises
- NILE Bullriders Invitational,
Billings' MetraPark,
April 3-4
- Broadway production "Saturday Night Fever" Alberta Bair Theater Saturday,
April 3, www.albertabairtheater.org
- Spa Sunday—
Be pampered at Billings' premier
day spas
- Eat & Drink Specials—
downtown and west end Billings
- Visit ZooMontana, Yellowstone
Art Museum, Moss Mansion,
Western Heritage Center and
Peter Yegen, Jr. Yellowstone
County Museum

Did You Know?

Media Calendar February / March

SKI: Write up on Moonlight Basin ski area, Jay Cowan

Sunset: Pinhead Classic Telemark race featured in unusual events story, James Boone.

The Weather Channel: Three day remote broadcast from Big Mountain and Glacier National Park, via Susan Doherty.

Skiing: "Cold Front," Bridger & Turner mountains featured in "Little Areas That Rock," Tracy Ross.

Transworld Snowboarding: Beartooth Pass article, Annie Fast.

Freeze: Big Sky chosen as "Mountain of the Month," Brian Rosa.

MotorHome: "Into the Great Wide Open," Lewis & Clark feature, Dave & Jan Houser.

Spokesman Review: Moonlight Basin "new area" article, Jean Arthur.

New York Post: Montana Snowkiting Rodeo & dog sledding adventure, Kevin Raub.

Endless Vacation: Big Sky featured in "Ski Resorts You Don't Know (But Should)," Everett Potter.

Rock & Gem: Series of three articles, "Montana Gemstones, Dinosaurs and Hospitality" spread over three consecutive issues (Dec-Feb), Kenneth Rohn.

Diversion: Feature article on Lewis and Clark (to run in May issue), Tom Passavant.

Popular Photography: "Best of the West" feature on Pop Photo's Montana Workshop.

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Our Home's in Montana

In this first of its kind public-private partnership, MacKenzie River Pizza Company, Big Sky Airlines and the Montana Ski Areas Association have teamed together with the Montana Promotion Division to create an exciting new winter in-state promotion.

Through creative and cohesive advertising, the campaign, which includes television, radio, newspaper and billboard placements, as well as in-store materials, promotes the wealth of activities and opportunities Montanans have to enjoy during the winter season. Knowing that tourism is a key economic generator in Montana, this campaign strives to encourage Montanans to travel around our beautiful state during what is typically a slower time for tourism businesses helping to infuse local communities with much-needed tourism dollars.

The highlight of the campaign is that one incredibly lucky Montanan will win a Season Ski Pass for Life at all the participating Montana ski areas. In order to qualify for the grand prize, or to win any of the seven weekly drawings, which include Big Sky Airline tickets throughout Montana and lift tickets to many of our fabulous ski areas, Montanans just need to visit any MacKenzie River Pizza Company and fill out the entry form on the back of their placemats or log onto www.wintermt.com. The promotion continues through the end of February with the grand prize winner being announced in March. Watch for the spots and remember, "lucky for us, it's all right outside our door." Montana – Come Play.

Sundance Film Festival

The Montana Film Office co-hosted a western hospitality reception for filmmakers at the 2004 Sundance Film Festival.

"This is the third year the Film Office has invited filmmakers to come out and see what Montana has to offer and to meet myself and the talented Montana crew members that attend the festival," said Sten Iversen, manager of the Montana Film Office. "We worked with the Sundance Institute to invite every filmmaker to our reception and the turnout was fabulous."

More than 300 industry directors and producers attended the upscale western-style catered event at the "Images of Nature Gallery" on Main Street of Park City, UT. Iversen noted that the Sundance Film Festival is the premier event for independent film in the United States and since the Montana Film Office's focus has been on attracting independent production to the state, it is a natural fit to market there.

Montana co-sponsored the event with film offices from Wyoming, Idaho and South Dakota, marking the ninth year of the groups' marketing partnership and the second year co-sponsoring Sundance. *Entertainment Weekly* magazine as well as local press covered the event.

Alternative accessible formats of this document will be provided to disabled persons on request.

Web Stats				
Web Trends summary of visitor sessions on Montana Promotion Division's primary web sites. A visitor session is a session of activity (all hits) for one user of a web site.				
	2002	2003	Difference 02 to 03	Percentages
Visitmt	1,986,365	2,308,600	322,235	16%
MT Kids	737,636	937,645	200,009	27%
Winter	570,231	595,879	25,648	4%
Intranet	75,312	118,806	43,494	58%
Lewis & Clark	238,536	283,061	44,525	19%
MT Film	152,668	173,800	21,132	14%
MT Groups	54,620	80,183	25,563	47%
MT Meetings	28,036	67,909	39,873	142%

Calendar of Events

February

- 1-5 Go West Summit, Reno, NV
- 2-3 TAC meeting, Butte

March

- 10-17 ITB Trade Show, Berlin, Germany

For all of the latest Montana tourism industry information log on to:
travelmontana.state.mt.us.



Travel Montana • Montana Film Office
Montana Department of Commerce

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